

Emma Scoth

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EDUCATION

Illinois State University, Normal, IL

May: 2022

Bachelor of Science in Entrepreneurship and Small Business Management, Minor: Spanish

GPA: 3.8 /4.0

WORK EXPERIENCE

Drake's Toys, Mount Pulaski, IL

May 2018 – Present

Founder and Owner

- Create start-up to enhance the lifestyle of children with special needs through educational sensory toys
- Adapt a creative subscription box service to deliver products to customers
- Cultivate relationships with families to better fill the needs of clientele

Scrunchtime, Normal IL

September 2019 – November 2019

Co-founder

- Conduct market research on college campus to create an innovative business model in collaboration with 12 students
- Sold 1,300 units of hair accessories through on campus sales and custom orders
- Generated revenue of \$3,300 in 6 weeks of operation

The Clothing Rack, Sherman, IL

May 2019 – August 2019

Sales Associate

- Exemplified excellent sales skills when interacting with customers through knowledge of fashion industry
- Increased revenue through marketing by creating new displays on sales floor
- Gained knowledge of management in customer service-based industries

ACADEMIC HONORS AND AWARDS

Means Center for Entrepreneurship Startup Showcase First Place Winner

November 2018

CEO Next National Trade Show Winner

June 2018

ORGANIZATIONS AND ACTIVITIES

Business Administration Association, Normal, IL

May 2019 – Present

Vice President

- Orchestrate events to increase professional development among members
- Collaborate with other members of the executive board to resolve conflict and further agenda
- Connect with local business leaders through club activities to further professional network

Vice President of Membership

December 2018 – May 2019

- Maintained accurate record of member attendance at all events
- Supervised members to fulfill attendance obligations
- Logged point-based system to organize current standings of members

Alpha Kappa Psi Professional Business Fraternity, Normal, IL

September 2019 – Present

Active Member

- Gain real-world business experience through interactions with business professionals and alumni network
- Further professionalism through networking, workshops, and knowledge of other active members
- Acquire ability to work in a team environment through positions on various committees

The Body Project, Normal, IL

September 2018 – Present

Facilitator

- Educate groups of women on health-related issues of body image
- Facilitate conversations with attendees to ensure a safe judgement free environment
- Communicate with other facilitators to maximize the impact of the program for student

Association of Residence Halls, Normal, IL

November 2018 – May 2019

Secretary

- Recorded minutes of every weekly executive board and biweekly general assembly meeting
- Advocated for new ideas and created programs to better the connection with students and residential life
- Organized meetings with the executive board weekly to improve students' experience in residence hall living